

UNIVERSITI TEKNOLOGI MARA

**MEASURING SERVICE QUALITY
TOWARDS ORGANIZATIONAL
PERFORMANCE USING
SERVQUAL MODEL
APPROACHES**

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ABSTRACT

Service quality and organization performance are two elements that are very important concepts which the organization must understand if they are to grow and remain competitive in the business environment. It is very important for companies to know how to measure these constructs from the customers' perspective so as to understand their needs and satisfy them. Service quality is considered to be very critical to any modern business because it contributes higher customer satisfaction, profitability, reduced cost, improved customer loyalty and retention. This study aim to discuss the relation of service quality and organizational performance with quantitative questionnaire survey was designed and distributed to 384 respondents using a convenience sampling technique at Selangor Road Transport Department (JPJ), Padang Jawa Shah Alam, Selangor. Service quality is regarded as the independent variable, organizational performance as the dependent variable and gender as moderator to discuss the correlation. The data are analyzed with Pearson Correlation and Multiple Regression for the following research conclusion. (1) Service quality has positive relationship with organizational performance (2) Empathy was the most elements in SERVQUAL that associated with organizational performance in service quality and lastly (3) Gender does not moderate the relationship between SERVQUAL Model and organizational performance in Selangor Road Transport Department (JPJ). The research hopes that this issue could be done on a different perspective, a larger sample size and most important to do it in a qualitative methodology to reduce restriction of answer from respondents.

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CHAPTER ONE

INTRODUCTION

1.1 Introduction

This research conducted to study and measures the service quality by using SERVQUAL model approaches which have been introduced by Parasuraman in 1988 towards organizational performance. It study the relationship between service quality where SERVQUAL model are divided into five elements; tangibility, reliability, responsiveness, assurance and empathy that can contribute to the organizational performance in an organization. The study was conducted at Selangor Road Transport Department, Shah Alam. This chapter is divided into several sections which start from introduction and background of the study, discussion on problem statement and research objectives. Besides, this chapter also determines the research question and research hypothesis. Moreover, scope of study, significant of study definition of terms or concepts of study has been well discuss in this chapter and lastly is chapter summary.

1.2 Background of Study

Due to the unique characteristics that service quality holds which are intangibility, heterogeneity, inseparability and perishability it leads to difficulties in measuring it (Bateson, 1995). Service quality can be understood as a measure of meet customer needs and expectations by the service provides from the organization. Consequently, the differences between what customer expects of the service and the service received where it leads to an attitude or general judgment of customers towards the organization (Koozehchian & et al, 2011). Generally, the concept of service quality includes services delivery process and also the result offered services (Burgers & et al, 2016). Thus, based on various perspectives regarding service quality, Parasuraman introduced and developed a scale for measuring service quality this is also known as SERVQUAL. Through this model or approaches, it operationalizes service quality by measuring and calculating the gap between expectations and perceptions in five dimensions which are ‘tangibles’,